

RFP EVALUATION

**PUBLIC EDUCATION CAMPAIGN TO INFORM BUSINESS ESTABLISHMENTS
REGULATING THE USE OF SIMULATED
RFP SD**

EVALUATION FACTORS	# Possible Points	Sherry Matthews, Inc. Austin, TX	Enviromedia Social Marketing Austin, TX
High Level Media Plan	40	37	34
Respondent's Past Performance, Qualifications, and Experience	25	22	23
Local Business Presence	10	10	10
Proposed Financial Compensation	25	25	25
Sub Total	100	94	92
Interview	25	20	17
Grand Total	125	114	109

As per Section 252.049 of the local government code, contents of a proposal shall remain confidential and be held in confidence by the Attorney General's Office. Therefore, pricing for the proposals have been omitted from this evaluation.

COMPARISON MATRIX

REQUIREMENTS AND CITIZENS OF THE REQUIREMENTS OF THE CITY ORDINANCE

REQUIREMENTS FOR SINGLE-USE CARRYOUT BAGS

Item C0006

Burson-Marsteller LLC Austin, TX	KW Thompson & Associates Austin, TX	Arsenal Advertising Austin, TX	The Amperstand Agency, Inc. Austin, TX	K. Fernandez & Associates San Antonio, TX
33	27	31	31	28
22	17	20	21	18
10	2	10	10	8
25	25	25	25	25
90	71	86	87	79
18				
108	71	86	87	79

Remain confidential until a contract is awarded or as directed by the Texas Attorney General from this matrix.